



**VIRGINIA COMMISSION FOR THE ARTS**  
223 Governor Street  
Richmond, VA 23219-2010  
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804-225-4327 (fax)  
arts@arts.virginia.gov



Join us in Richmond on  
**January 24-25, 2012**  
for the annual  
**Art Works for Virginia Conference**

# ART WORKS FOR VIRGINIA

**January 24-25, 2012**  
Greater Richmond Convention Center  
351 North Third Street  
Richmond, Virginia 23219

VIRGINIA  
COMMISSION  
for the



## WHO SHOULD ATTEND?

Artists, board and staff members of Virginia arts organizations, arts educators, and arts advocates.

## CONFERENCE LOCATION

Greater Richmond Convention Center  
351 North Third Street  
Richmond, Virginia 23219

## CONFERENCE HOTEL

Richmond Marriott Hotel  
500 East Broad Street  
Richmond, Virginia 23219  
804-643-3400 or reservations at 1-800-228-9290

## Special Conference Rate

Single or Double: \$130 plus tax of 13%

*Hotel reservations are to be made directly with the Richmond Marriott Hotel. Reservations must be guaranteed with a major credit card or accompanied by a first night's deposit. To guarantee conference rates, make your reservation by January 9 and state that you are attending the Art Works for Virginia conference.*

Non-Profit Org.  
U.S. Postage  
PAID  
Richmond, VA  
Permit # 1976

# SCHEDULE OF EVENTS

Our agenda will continue to be updated on the Virginia Commission for the Arts website ([www.arts.virginia.gov](http://www.arts.virginia.gov))

## Tuesday, January 24, 2012

11:00 a.m. **Annual Business Meeting of the Virginia Alliance of Local Arts Agencies**

1:00 p.m. **Pre-Conference Session  
Welcome**

### A. Brave New World: Sustainability, Where We Have Been and Where We Go From Here

The author of *Managing a Nonprofit Organization in the 21st Century*, Dr. Thomas Wolf looks at the trends that shaped the development of arts organizations in the 20th century. He provides new insights into the current challenges and opportunities that institutions face based on two major projects he completed last year for the Kresge Foundation around issues of sustainability. He then proposes five key strategies that will help arts organizations thrive in the 21st century and provides practical advice on how they can be put into effect in organizations large and small.

2:30 p.m. **Break**

### B. Public Art Session

Larry Kirkland has created works for Pennsylvania Station in New York City, the American Red Cross headquarters in Washington, DC, the National Academies of Science in Washington, DC, and the California Museum of Science in Los Angeles. He has been involved in arts master plans for New Jersey Transit and the City of West Sacramento and is the recipient of a fellowship from the National Endowment for the Arts. He will talk about his own public artwork and lead a discussion of trends in public art, the impact of the recession on public art programs and on artists working in the field, working with developers, and contractual issues.

4:30 p.m.

### C. Gallery Walk - transportation will be provided

6:00 p.m.

### Dutch Treat Dinner of the Virginia Alliance of Local Arts Agencies. Location TBA

## Wednesday, January 25, 2012

8:30 a.m. **Registration, Coffee, and Conversation**

Conference participants are invited to bring up to 50 copies of brochures, studies, other printed materials, and DVDs for the handout tables.

9:30 a.m.

### Opening Session Showcase Performance

The 7 Sopranos - How many divas can one stage hold? The 7 Sopranos tour the state through the Virginia Commission for the Arts performing arts touring program.



**Welcome** - Deborah Wyld, Chair, Virginia Commission for the Arts

**Keynote Speaker** - Aaron Dworkin, Founder & President, The Sphinx Organization, the leading national arts organization that focuses on youth development and diversity in classical music. Mr. Dworkin is an accomplished acoustic and electric violinist, a spoken-word and visual artist. An author, social entrepreneur, and youth education advocate, he is a 2005 MacArthur Fellow, President Obama's first nominee to the National Council on the Arts, recipient of BET's History Maker Award, and the 2005 recipient of the National Governors Association Distinguished Service to State Government.



11:00 a.m.

### Concurrent Sessions

#### D. How To Connect with Donors and Double the Money You Raise

Here is your chance to learn the secrets from the master, Dr. Thomas Wolf. Learn about every aspect of building relationships, the key to effective fundraising. Tom discusses how to meet



prospects and draw them in, how to talk to them about money when they do not want to, how to get children and families involved and, how to handle donors who have unreasonable expectations. His counsel includes how to turn a modest donor into a major one, and how to handle a "no" so it ultimately becomes a "yes." He will share many personal anecdotes that document both his successes and failures over the years and encourage participants to add their own stories.

### E. From Like to Love: Romancing Your Social Networks for Profit

You already have experience in wooing your audiences with Facebook, Twitter, and YouTube. Now it is time to take your relationships to the next level. This interactive session goes beyond the basics of Social Media 1.0 to the next great frontier of social networking: social commerce. You will learn how today's social networks (and those who partake in them) are primed and poised for greater financial returns. What is working in social media right now? What is on the horizon? The role of social sphere/influence/recommendations - why are they critical to successful fundraising? What practical steps can you take even on a small budget? What are the pitfalls and landmines? Danny Fell, Betsy Parkins, and Shaun Amanda Herrman of the marketing firm of Neathawk, Dubuque & Packett will lead the discussion.

### F. Virginia Tourism Help Desk

Tourism is big business in Virginia. The marketing and development staff of the Virginia Tourism Corporation will provide training on how to reach vacationing families and work with the media to increase visitor spending. Learn how you can make the most of Virginia Tourism marketing leverage funding, electronic marketing, public relations, and much more.



#### G. MINDS WIDE OPEN

The statewide celebration of Children and the Arts begins on March 1, 2012. This session will include ideas for creating your MINDS WIDE OPEN programs, suggestions for linking your local promotion to the statewide promotional efforts, and ideas for possible collaborations within your community.

#### H. Virginia Art Educators Supervisors Meeting

Public school art supervisors will meet to discuss common issues. Pat Franklin and Barbara Laws will lead the discussion.

#### I. Virginia Music Educators Supervisors Meeting

Public school music supervisors will meet to discuss common issues. John Brewington, President of VMEA, will lead the discussion.

12:30 p.m.

#### Conference Luncheon Showcase Performance

Orquesta Tropikiimba  
One of the few authentic Afro-Caribbean orchestras in Virginia, Orquesta Tropikiimba's energetic music is guaranteed to get people on their feet and dancing. Orquesta Tropikiimba tours the state through the Virginia Commission for the Arts performing arts touring program.



2:00 p.m.

#### Break

2:30 p.m.

#### Concurrent Sessions

#### J. Activate Your Audience

Audiences and visitors are demanding more active and engaging experiences. Drawing from new research on audience engagement, crowd

#### K. From Like to Love: Romancing Your Social Networks for Profit

Repeat of the morning session

#### L. Virginia Tourism Help Desk

Repeat of the morning session

#### M. MINDS WIDE OPEN

Repeat of the morning session

#### N. Virginia Art Educators Supervisors Meeting

Continuation of the morning session

#### O. Virginia Music Educators Supervisors Meeting

Continuation of the morning session

4:00 p.m.

#### Concurrent Sessions Adjourn

5:30 p.m.

#### Reception

After a day of hearing new ideas and sharing information, unwind and network with your fellow conference attendees. Hors d'oeuvres, cash bar, and music.

6:30 p.m.

#### Dinner on Your Own

7:00 p.m.

#### Major Arts Institutions Roundtable and Dutch Treat Dinner. Location TBA

# REGISTER FOR ART WORKS FOR VIRGINIA

Please complete a registration form for each person attending. You may photocopy this form or download it from the Virginia Commission for the Arts website

**[www.arts.virginia.gov](http://www.arts.virginia.gov)**

**Registration Fee:**  
**\$55 per person (checks or money orders only)**

*Please print:*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title (if applicable)

\_\_\_\_\_  
Organization (if applicable)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State                      Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

Please register no later than on January 17th, 2012

Special Arrangements:

- ☐ I would like a vegetarian lunch
- ☐ I will need sign language interpretation

**Mail completed payment  
and registration form(s) to:**  
Virginia Commission for the Arts  
223 Governor Street  
Richmond, VA 23219  
Questions? (804) 225-3132

## On Tuesday, January 24th

**I Will Attend:**

- ☐ Pre-conference Session A
- ☐ Pre-conference Session B
- ☐ Gallery Walk
- ☐ Local Arts Agency Dutch Treat Dinner

*Pre-conference Sessions Only – No Charge.*

## On Wednesday, January 25th

**I Will Attend the Following Concurrent Sessions:**

- ☐ **D.** How To Connect with Donors and Double the Money You Raise (a.m.)
- ☐ **E.** From Like to Love: Romancing Your Social Networks for Profit (a.m.)
- ☐ **F.** Virginia Tourism Help Desk (a.m.)
- ☐ **G.** MINDS WIDE OPEN (a.m.)
- ☐ **H.** Virginia Art Educators Supervisors Meeting (a.m.)
- ☐ **I.** Virginia Music Educators Supervisors Meeting (a.m.)
- ☐ **J.** Activate Your Audience (p.m.)
- ☐ **K.** From Like to Love: Romancing Your Social Networks for Profit (p.m.)
- ☐ **L.** Virginia Tourism Help Desk (p.m.)
- ☐ **M.** MINDS WIDE OPEN (p.m.)
- ☐ **N.** Virginia Art Educators Supervisors Meeting (p.m.)
- ☐ **O.** Virginia Music Educators Supervisors Meeting (p.m.)
- ☐ Reception

**For information on the Arts  
Advocacy Day activities on Thursday,  
January 26, contact Virginians for  
the Arts, [www.VaForArts.org](http://www.VaForArts.org)  
or 804-644-2787.**